

# CONTRACT



And:

**Waterfront Strategies**  
1010 Wisconsin Ave, NW  
#800  
Washington, DC 20007

<u>Contract / Revision</u>		<u>Alt Order #</u>
499944 /		06393116
<u>Product</u>		
<b>SENATE MAJORITY PAC</b>		
<u>Contract Dates</u>	<u>Estimate #</u>	
10/24/12 - 10/29/12	2206	
<u>Advertiser</u>	<u>Original Date / Revision</u>	
Senate Majority PAC	10/24/12 / 10/24/12	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
KVVU	Teresa Difuria	TELEREPORTER-PHIL
<u>Special Handling</u>		
<u>Demographic</u>		
Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
	94	100
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KVVU	10/24/12	10/29/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/24/12	10/30/12	M-WTF--					1	\$3,500.00			
N 2	KVVU	10/24/12	10/29/12	The Dr.Oz Show	4-5p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/24/12	10/30/12	M-WTF--					1	\$500.00			
N 3	KVVU	10/24/12	10/29/12	Fox 5 News at 5	5-530p		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/24/12	10/30/12	M-WTF--					1	\$950.00			
N 4	KVVU	10/24/12	10/29/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	1	\$1,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/24/12	10/30/12	M-WTF--					1	\$1,025.00			
N 5	KVVU	10/24/12	10/29/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/24/12	10/30/12	M-WTF--					1	\$1,250.00			
N 6	KVVU	10/24/12	10/29/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	1	\$1,225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/24/12	10/30/12	M-WTF--					1	\$1,225.00			
N 7	KVVU	10/29/12	10/29/12	Bones	Mon 8p-9p		:30			NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/29/12	11/04/12	1-----					1	\$7,500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	KVVU	10/29/12-11/04/12	Bones		Mon 8p-9p	M-----	:30		\$7,500.00	NM		
			See MG 7.2									
2	KVVU	10/27/12-10/28/12	BB World Series		330pm-8pm	-----SaSt	:30		\$7,500.00	NM		
			④ MG for 7.1 10/29									
N 8	KVVU	10/27/12	10/27/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/22/12	10/28/12	-----1-					1	\$2,100.00			

Totals

8 \$18,050.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

<u>Contract / Revision</u>		<u>Alt Order #</u>
499944 /		06393116
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/24/12 - 10/29/12	SENATE MAJORITY PA	2206
<u>Advertiser</u>		<u>Original Date / Revision</u>
Senate Majority PAC		10/24/12 / 10/24/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	8	\$18,050.00	\$15,342.50
10/29/12 - 10/29/12	0	\$0.00	\$0.00
<b>Totals</b>	<b>8</b>	<b>\$18,050.00</b>	<b>\$15,342.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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REP HEADLINE# 6393116 TRF# 499944  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT24/12 08.58  
\*\*\*CHANGES\*\* \*\*\* KVUU-TV \*\*\*

ADV # \_\_\_\_\_ ADV - NAME ISS/SENATE MAJORITY PAC  
AGY # \_\_\_\_\_ AGY - NAME WATERFRONT STRATEGIES

REP - # \_\_\_\_\_ OFF - # 762 SALESMAN # \_\_\_\_\_  
BUYER NAME SARAH LEVENE

3050 K ST NW,  
WASHINGTON, DC 20007

ORDER # \_\_\_\_\_ CONTRACT # 6393116

CLASS: NATL. LOCAL REGIONAL

PRDCT SENATE MAJORITY PAC EST# 2206 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT24/12 OCT29/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED

DATE OCT24/12 08.58

REP: TO ROSE

FR NIKKI

OK'D MI SEE LINE 9

TOTAL SAME

PLS CNF THANKS

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

:LINE#:	REP :	CD:	TIME PERIOD :	LGTH :	SEC :	RATE :	START :	END :	SPTS:	WEEK :	DAY\$ :	TOTL:	SPTS:
AGENCY ADVERTISER CODE = 94				AGENCY EST# = 2206									
AGENCY PRODUCT CODE = 100													

7	S	800P-900P	30	\$7,500.00	10/29	10/29	0	MON	O			
9	A	430P-800P	30	\$7,500.00	10/27	10/28	1	SA-SU	1			

PROGRAM : WORLD SERIES  
ORD COM1: SPOT N/A DUE TO THE WORLD SERIES. MG OFFER 'WORLD SERIES'. NOT PRE-  
ORD COM2: BOOKED PLS APPROVE.  
THIS IS A MAKE-GOOD FOR OCT29 ON LINE-7 FOR 1 SPOT/WK

REP: TELL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT24/12 08-58  
\*\*\*CHANGES\*\*\* \*\*\* KVVU-TV \*\*\*

REP HEADLINE# 6393116 TRF# 499944  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

: LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS: WEEK : DAYS : TOTL:  
: : LINE# : : : : : : : DATE : DATE : /WK: INV# : : : : SPOTS:

STATION MAKEGOOD OFFERS:  
M1 OK'D BUY#7 MISSED:MON/800P-900P OCT29 30S \$7,500.00 (OCT23/12)  
OFFER:SA-SU/430P-800P OCT27 30S \$7,500.00 PLS ADVISE.  
CMT:SPOT N/A DUE TO THE WORLD SERIES. MG OFFER 'WORLD SERIES'. NOT PRE-  
CMT:BOOKED PLS APPROVE.

OCT/12 18050.00 NOV/12 \$ .00

CONTRACT TOTAL SPOTS 18050.00 8

MARKET TOTALS \$106,176 KVNU 17% KSNV 22% KTNV 28% KVMY 0% KVCW 0% CABL 0%  
SVC- NSI KTUD 0% KLAS 33%  
DEMONS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE



REP HEADLINE# 6393116  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT 23 / 12 15 . 59  
\*\*\* KYVU - TY \*\*\*